



NEWS

FOR IMMEDIATE RELEASE

For More Information:
Molly McDonough, 717-528-8838

June 25, 2005

Carlisle Farm Wins Top Environmental Award

Harrisburg, PA – Robert and Kate Boyce of Carlisle have been selected as regional winners of the 2005 Environmental Stewardship Award Program (ESAP). The farm is one of seven regional winners nationwide. The prestigious program is in its 15th year and is sponsored by Dow AgroSciences L.L.C. and the Natural Resources Conservation Service (NRCS).

The annual award program recognizes cattle producers across the nation, whose stewardship practices are inventive, cost-effective and contribute to environmental conservation. Administered by the National Cattlemen's Beef Association (NCBA), the Boyce's are the sole representative of NCBA's Region I, which includes 17 mid-Atlantic and Northeastern states. They were nominated by the Pennsylvania Cattlemen's Association.

"This award program acknowledges cattle producers who have gone above and beyond in their efforts to preserve natural resources," explains Stacey Katseanes, coordinator of the program. "People who devote their lives to working the land embody the true meaning of environmentalists and for this Pennsylvania family, conservation is a lifetime commitment that has greatly rewarded them. Lil' Ponderosa Enterprises demonstrates how today's cattlemen utilize creative technologies and innovations to operate a profitable and environmentally-friendly business."

Lil' Ponderosa Enterprises is three business entities operating out of one address which includes Angus cattle, Thoroughbred horses and a combination of several distributorships for products directly related to Grazing Solutions. Lil' Ponderosa Angus is the primary focus of the Boyce's with approximately 90 head being currently grazed on the farm. Since the purchase of the farm 18 years ago, the Boyce's have been dedicated to the implementation of effective conservation practices to increase the quality and production levels of their land. These practices include: rotational grazing, brush management, stream bank fencing, stream crossings, dry manure storage facility and a pond constructed for irrigation and stock-watering that also serves as a wildlife habitat.

Lil Ponderosa Angus is a purebred cow/calf operation founded on the principle focus of breeding livestock with grass genetics. Mr. Boyce has recognized the growing consumer

-more-

demand for leaner beef and earth-friendly food. He noticed the grass-fed freezer-beef business

emerging and situated his cattle operation to fulfill this niche market. The Lil' Ponderosa Angus herd also boasts of 100% conception and 100% calf crop for the past three years.

The Boyces have worked diligently with NRCS to protect and improve the land and religiously follow a NRCS-approved farm plan that was developed in 1987. Other conservation programs they participate in include the Farm Service Agency and the Environmental Quality Incentives Programs. Lil' Ponderosa Enterprises has received other awards for their efforts such as the 2001 Pennsylvania Forage and Grassland Council's Conservation Farmer Award and the Pennsylvania Cattlemen's Association's Environmental Stewardship Award in 2003.

"Lil' Ponderosa is a leader in their community and in the industry, combining sound cattle management and environmental practices," exclaims Katseanes.

Being proactively involved in so many conservation programs has allowed the farm to increase productivity while protecting the environment. As a result, they have been able to produce high-quality, high-quantity forage and a clean watering system. The Boyces have also seen increased wildlife populations since purchasing their farm. Wild turkey have returned to the area, the rabbit population has increased, and there are pheasants and muskrats back in the stream that runs through the farm.

"We want to live and work in lockstep with God and Mother Nature," says Robert. "We wish to preserve the traditional values that made America great. We believe that God will provide, but we know he expects us to bring a shovel."

Lil' Ponderosa Enterprises will be formally recognized as a regional ESAP winner at the 2005 Cattle Industry Summer Conference in Denver, Colorado on July 28th. One of the seven regional winners will be selected as the national winner and announced in 2006 at NCBA's Annual Convention also in Denver, Colorado held in February. For additional information on the family or other regional winners, contact NCBA's D.C. office at 202-347-0228.

.

##

The U.S. Department of Agriculture (USDA) prohibits discrimination in all its programs and activities on the basis of race, color, national origin, sex, religion, age, disability, political beliefs, sexual orientation, or marital or family status. (Not all prohibited bases apply to all programs.) Persons with disabilities who require alternative means for communication of program information (Braille, large print, audiotape, etc.) should contact USDA's TARGET Center at (202) 720-2600 (voice and TDD).

To file a complaint of discrimination, write USDA, Director, Office of Civil Rights, Room 326W, Whitten Building, 14th and Independence Avenue, SW, Washington, DC 20250-9410 or call (202) 720-5964 (voice and TDD). USDA is an equal opportunity provider and employer.